

## New CuriosityStream Documentary Explores Corporate Consciousness

*'Conscious Capitalism' Offers Inside Look At The Alternative Business Model That Adds Billions In New Revenue, Reduces Staff Turnover & Attracts More Customers*

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For 200 years, American capitalism and industrialization have focused on profitability as the primary goal, often at the expense of human and natural resources. In CuriosityStream's newest documentary titled *Conscious Capitalism*, a bold, fresh economic model shares how successful companies can operate in a more mindful, conscientious way without sacrificing profits. For Whole Foods Market & Waste Management, two companies transforming the traditional business model, responsible operations have been a major boon to the bottom line.

"Hard-nosed capitalists probably think that Conscious Capitalism is just a touch-feely approach to business, that being good stewards of the environment and emphasizing employee happiness are merely PR moves that cost more money than they're worth," said Dan Birman, whose Birman Productions, Inc. produced the film for CuriosityStream. "But what this film uncovers is that profits and corporate responsibility are not mutually exclusive. Operating in a way that doesn't exploit employees, consumers or the planet can actually produce big savings and revenue and significantly increase bottom-line profitability."

Conscious Capitalism, available now on CuriosityStream, offers insight into the four key principles of Conscious Capitalism -- higher purpose, stakeholder orientation, conscious leadership, and conscious culture -- and how following these ideals can be a boon to the bottom line.

In *Conscious Capitalism*, viewers get a behind-the-scenes look at how Waste Management, North America's leading provider of comprehensive waste management and residential recycling services, is protecting the environment while also generating \$13 billion in revenue from lines of business that include recycling, landfill renewable natural gas projects, landfill gas-to-energy projects and carbon sequestration in landfills. Meanwhile, Whole Foods has revolutionized employee relations by focusing on team member engagement, empowerment, job satisfaction and fair wages, driving down its turnover rate to just 14 percent -- compared to the 47 percent grocery industry average -- and saving a tremendous amount on hiring and training costs.

In the film, John Mackey, co-CEO and co-founder of Whole Foods Market, shares his personal perspectives on why this new way of doing business is both the right thing to do, as well as an important value driver for business success overall. Mackey is also a co-founder of the Conscious Capitalism® movement and sits on the board of directors for the organization.

"This is not anti-capitalism. Most people don't understand businesses very well -- they're continuously caricatured in these very narrow, unflattering terms of being all about the money, greedy, selfish and exploiting people, when in fact business is a great value creator in the world," Mackey said in the film. "Is it perfect? No. Could business create more value? It could, particularly if it adopted the principals of conscious capitalism."

The film not only highlights these success stories, but also gives viewers insight into the four pillars of this movement and how a new way of doing business works in the modern economy. The film also features an exclusive interview with libertarian thought leader David Boaz, Executive Vice President of the Cato Institute. Watch *Conscious Capitalism* starting today on [CuriosityStream](#).